

Michał Bialik

Senior UX Designer

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Senior UX Designer with **15+ years** of experience in **gaming, B2B, B2C, SaaS, and AdTech**. Specialized in user research, usability testing, and data-driven design. Proven ability to boost engagement, retention, and user satisfaction through intuitive interfaces and AI-assisted workflows. Experienced in leading cross-functional teams and delivering innovative, **user-centered digital solutions**.

EXPERIENCE

UX Designer, *Freelance*

2012 – Present

- Conducted UX research and qualitative user studies, including in-depth interviews and usability testing for mobile and web applications.
- Delivered UX audits and design improvements for apps and games.
- Designed user-centered solutions for B2B, B2C, Enterprise, and SaaS products.
- Collaborated with clients to enhance usability, engagement, and overall user experience across various digital platforms.

Senior UX/UI Designer, *Adlook Services*

2024 – 2025

Warszawa

- Designed and optimized the Adlook Smart DSP, enabling advertisers to navigate the privacy-first ad ecosystem.
- Created new functionalities such as CPM Recommender, Insertion Orders, and Flights, improving user workflows.
- Conducted **user research, interviews, and usability tests** to inform product roadmap.
- Used **ChatGPT** for persona validation, **Figma Make & Google Stitch** for UI design, Attention.

Insight for heatmaps and eye-tracking simulations.

Senior UX Designer, *Reality Games*

2022 – 2024

Kraków

- **Led UX design** for Monopoly World, delivering engaging and user-friendly mobile experiences.
- Collaborated with developers and PMs to define goals and implement design thinking processes.
- Created **wireframes, prototypes, and high-fidelity mockups**, iterating based on user feedback.
- Applied **ChatGPT** to create in-game narratives and player stories, accelerating ideation and enhancing immersion.

UX Designer, *Stribog Games*

2019 – 2022

Kraków

- Designed UI/UX for **mobile, web** and **desktop** games (Gemstone Legends, Animatch, Yatzy, 1000).
- Conducted usability testing and implemented findings, **increasing retention from 21% 53%**.
- Developed **detailed style guides** and **documentation**, ensuring design consistency across platforms.

UX/UI Designer, *Comarch*

2015 – 2018

Kraków

- Improved usability and task completion rates by **+80%** through user research and iterative testing.
- Redesigned Comarch ECM front-end using animations and Material Design, enhancing client experience.
- Reduced misdirected customer service queries by **30%** via improved navigation flows.
- Key projects: Comarch MDM, Comarch ECM, Comarch EDI, Comarch Customer Care, Comarch BG Portal.

EDUCATION

Postgraduate Studies in User Experience & Product Design, <i>AGH University of Science and Technology, Kraków</i>	2018
B.Sc. Computer Science, <i>Jagiellonian University, Kraków</i>	2015

SKILLS

UX Research & Design

- User Research
- Usability Testing
- Personas
- Wireframing
- Prototyping
- Interaction Design

AI & Analytics

- ChatGPT
- Attention Insight (heatmaps, eye-tracking)
- Figma Make
- Google Stitch
- Analytics Dashboard
- Data Visualization Design
- Power BI
- SQL
- Excel

UI & Tools

- Figma
- Adobe Xd
- Axure RP
- Sketch
- Miro
- Responsive Web Design
- Design Systems

Collaboration

- Agile/Scrum
- Stakeholder Management
- Jira / Confluence

KEY ACHIEVEMENTS

Boosted player retention from 21% to 53% at Stribog Games through redesign of UI and gameplay features.

Improved user satisfaction scores by +80% at Comarch via UX research and redesign of enterprise software.

Designed and delivered Adlook Smart DSP, a next-gen self-service advertising platform adapted to privacy-first digital advertising.

Leveraged AI tools (ChatGPT, Attention Insight, Figma Make, Google Stitch) to accelerate design workflows, improve content quality, and optimize UI through heatmaps and simulated eye-tracking.

COURSES

Data analyst, <i>Expose</i>	10/2025 – 11/2025
Completed a Data Analyst course covering Advanced Excel, Power BI, Practical AI applications, and SQL. Gained hands-on experience in data processing, visualization, reporting, and building analytical solutions to support data-driven decision-making.	Warszawa

LANGUAGES

Polish		English	
Native		B2	